

Promote Wyoming Commission
March 8, 2016
Meeting Minutes

The Promote Wyoming Commission met on Tuesday, March 8, 2016 at 7:00 p.m. in the Conference Room of the City Building. Attendance was as follows:

Members present: Deb Stonehill-Chairperson, Jim Walton, Margie Carleton, Ron Callahan, Val Prevish, Chris Snyder, and Brenda Grannan

Staff Members Present: Lynn Tetley – City Manager

Others Present: None

Call to Order

Ms. Stonehill called the meeting to order at 7:02 p.m.

New Commission Member, Ron Callahan, introduced himself to the members.

Review and Approval of February 9, 2016 Meeting Minutes

A motion was made to approve the minutes of the February 9, 2016 meeting, as written, by Ms. Carleton and seconded by Ms. Prevish. All ayes by voice vote.

Citizen Participation

None

Business

- Report from Wyoming Branding Standards Committee (Brenda and Margie): Ms. Grannan reported that additional pre-work was needed in order to include standards for vehicles, including developing samples by working with what is already done. Lynn will develop a photo inventory of what is currently on City vehicles and send to Brenda and Margie. Next steps will include involving input from affected Department staff.
- Report from the Communication Committee (Brad, Brenda, Ron, and Val): Ms. Grannan reported that the committee had met a few times to evaluate platform options for the upcoming blog. The general consensus is to use a WordPress platform due to cost and flexibility considerations. An initial budget request was made in the amount of \$45 to purchase a theme to begin working samples and tests within. This was approved and will be paid from the residual funds remaining in the old PWC bank account. The Commission discussed possible URL addresses for the blog domain. The group was asked to brainstorm and share ideas by March

22 for discussion at the next meeting. Ms. Grannan gave a report on the updated calendar card. A proof will be available within the next week. This should be at the printer by March 20.

- Report from Photo Library Development Committee (Beth, Jim, and Margie): A written report was provided to the Commission by Beth. Mr. Walton discussed the development of a “wish list” of photos to collect and also provided samples of new City website main banner photos to be used. Most of the sample images were taken from existing Smug Mug photos. The Commission discussed photo categories, as proposed by Mr. Walton. The purpose of the photo categories is to insure we have photos that capture the “story of Wyoming” so that future publications and materials cover the community in a comprehensive manner.
- Annual Report Committee (Deb, Margie, and Val): Copies of the 2015 Annual Report were provided to members of the Commission. These are in the mail to residents now. Members were encouraged to take copies and share them with potential residents and those outside of the community. Ms. Carleton provided a summary report of the project to the Commission. Feedback and input on the report was requested from the Commission. This should be sent directly to Margie, Val, and Deb. Ms. Tetley thanked the Committee for their hard work and time dedicated to this project.
- Community Events Committee (Chris, Jim, and Margie): Mr. Snyder reported on upcoming Pics on the Pike event, which is offering two movies this year at the Civic Center. The event will include several themed activities revolving around the movie. The first movie will be The Sandlot, which will include baseball themed activities. There will also be food trucks at the event. The Commission discussed ideas for the event logo. Ms. Carleton will sketch the logo for Ms. Grannan to create digitally. The second movie will likely be Star Wars, if it is available. Future work will include planning new events, supplementing existing events, and creating a marketing strategy for these events. There could also be an opportunity to create a feedback loop to ask residents for input on activities or feedback on existing programs.
- New Resident Packet and New Resident Welcoming Strategies Committee (Beth, Deb, Val, Sue, and Ron): This Committee was created. Ms. Tetley will bring a sample new resident packet to the April meeting.
- Other:
 - Project Summary Sheet: Nothing to report.
 - Logo Use Policy: Nothing to report.
 - Information Kiosks: Mr. Snyder provided information on displays and large scale display services available from Primetime Exhibits/Nimlock. This is something to be evaluated when the Recreation Center renovation is complete as a possible design for the entry lobby. The City Building lobby will be completed in June. The construction work in the lobby is scheduled for May and June.
 - Civic Center Branding and Marketing: Nothing new to report.

Miscellaneous

Ms. Grannan thanked the Recreation Staff for working with the community yoga provider who now provides free classes on Sundays at 4:00 p.m. This will hopefully be expanded to outdoor yoga in the summer.

Adjournment

Meeting adjourned at 8:40 p.m.

Submitted by: Lynn Tetley, City Manager